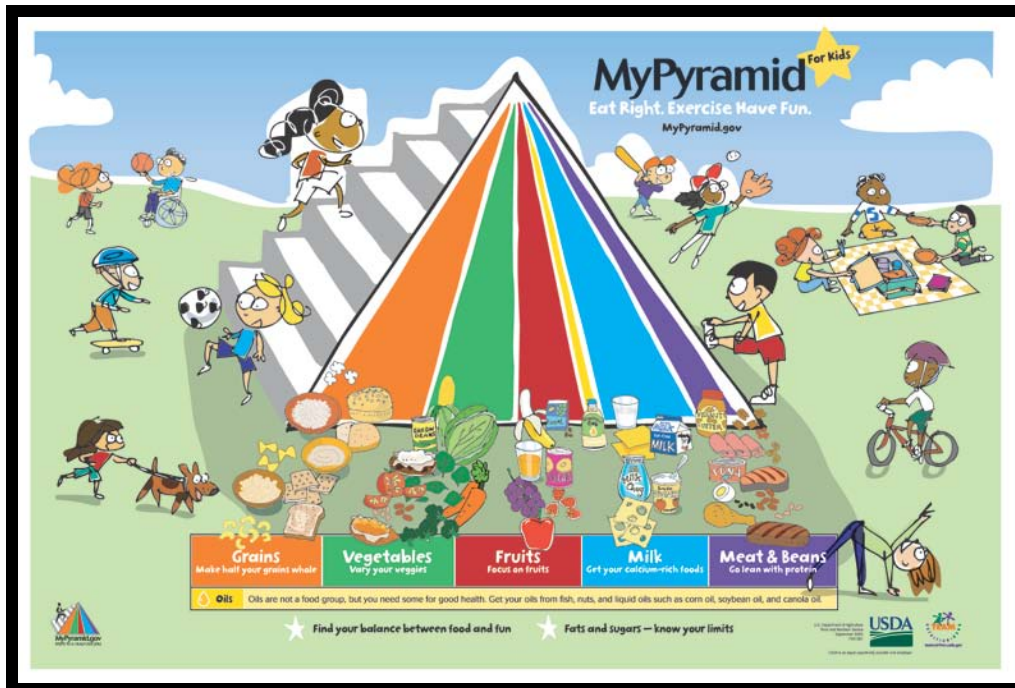


Get Going with Breakfast

How to Start a School Breakfast Program



opi.mt.gov

Distributed by:
Montana
Office of Public Instruction
Denise Juneau, State Superintendent



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"I think Breakfast in the Classroom is the single most cost-effective way to improve test scores."
— Tony Geraci, Baltimore City Public Schools Food Services Director

Dear Administrator:

If you knew there was one single measure that could increase your students' achievement, improve their behavior, prevent hunger and combat obesity, would you give it a try?

School breakfast programs do just that. Time and again, studies and surveys among teachers, administrators, students and parents have demonstrated the value of serving breakfast as part of the school day.

Fast facts about school breakfast:

- Eating school breakfast is associated with improved reading and math grades, attendance and punctuality.
- Participating students show decreases in tardiness and suspensions as well as improved student behavior and attentiveness.
- Adolescents who eat breakfast tend to have a lower body mass index (BMI).
- Research shows that children who have school breakfast eat more fruits, drink more milk, and consume a wider variety of foods than those who don't eat breakfast or have breakfast at home.

There are many breakfast models to choose from:

- **Breakfast in the Classroom** — Food is delivered to each classroom and is often combined with attendance-taking and announcements. Participation can reach as high as 98 percent of enrollment.
- **Breakfast after 1st Period** — Food is served mid-morning either in the classroom or cafeteria. Participation can reach 50 percent or more of enrollment.
- **Grab 'n' Go Breakfast** — Breakfast is packaged so students can quickly grab it from the cafeteria or carts elsewhere in the school. They eat it in the cafeteria, the classroom or on the school grounds.
- **Breakfast in the Cafeteria** — Breakfast is served in the cafeteria prior to the beginning of class.

OPI's School Nutrition Programs and Montana Team Nutrition are here to help you start a breakfast program in your school(s). For more information on these breakfast models, please contact School Nutrition Programs at (406) 444-2501 or visit our "Resources" page under http://opi.mt.gov/Programs/SchoolPrograms/School_Nutrition/.

Sincerely,

Christine Emerson
Director, School Nutrition Programs



BREAKFAST

KEY TO

ACADEMIC EXCELLENCE

IT TAKES MORE THAN BOOKS FOR A CHILD TO LEARN: WHY ALL SCHOOLS SHOULD LAUNCH OR EXPAND BREAKFAST PROGRAMS

"The School Breakfast Program supports child development, improves health, boosts school achievement and student behavior, and reduces obesity."

— Food Research and Action Center, School Breakfast Scorecard 2008

"I think Breakfast in the Classroom is the single most cost-effective way to improve test scores."

— Tony Geraci, Baltimore City Public Schools Food Services Director

BENEFITS OF SCHOOL BREAKFAST

Principals/Superintendents benefit because:

- Attendance increases
- Test scores increase
- Discipline problems decrease

Teachers benefit because:

- Behavior improves
- Academic success improves
- Attention increases

Food Service Personnel benefit because:

- Participation increases
- USDA funds increase
- Nutritious foods are served

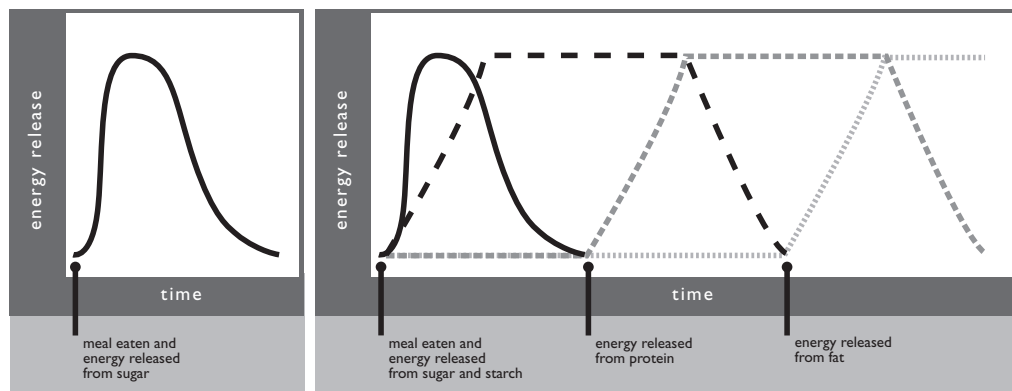
Parents benefit because:

- Mornings are easier
- Kids start the day ready to learn
- Concerns about breakfast skipping are relieved

*kids
benefit,
too!*

WISE FOOD CHOICES ENHANCE LEARNING

Comparison of energy available for learning from two different breakfasts



Sugary foods, such as fruit, fruit juice, candy, or soda, eaten in place of a meal cause a quick rise in blood sugar and energy in children. About an hour later, blood sugar and energy decline rapidly, bringing on symptoms of hunger.

A typical school breakfast provides food from at least three Food Groups such as fruit or juice, bread or cereal, and milk. These foods contain sugar, starch, protein and fat that digest at different rates and keep blood sugar up so energy levels are sustained throughout the morning.

sugar starch protein fat

RESEARCH CONFIRMS THAT BREAKFAST EATERS:

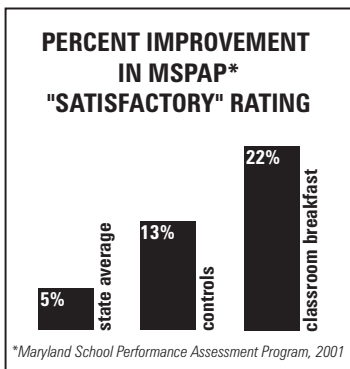
- Have higher test scores, work faster, make fewer errors and are more creative
- Are less likely to be sent to the principal or visit the school nurse
- Are more able to concentrate on learning
- Are more cooperative and get along better with classmates
- Are healthier and have improved attendance



BREAKFAST PROGRAMS BOOST BRAIN POWER

Maryland Meals for Achievement Classroom Breakfast Program

offers breakfast to all students. The program found tardiness declined 8 percent, suspensions decreased by 1.6 days per month, standardized test scores increased 17 percent over the state average and behavior improved.



By offering a nutritious breakfast to all students at little or no charge in more than 300 elementary schools, **Minnesota's Fast Break to Learning** school breakfast program helped prepare more than 40,000 children for a full morning of learning. The results from this breakfast program further support the link between making school breakfast available, students' readiness to learn and academic achievement.

BREAKFAST SUCCESS STORIES

Paula Buser, Canon City, established a Grab 'n' Go-style breakfast she dubbed "breakfast at the bell." When the bell rings 15 minutes prior to the start of the school day, students know it is time to grab their breakfast and begin eating it in the commons area. A food service staff member monitors students and helps them make selections. The number of breakfasts served daily increased from 12 percent to 85 percent.

"Breakfast in the classroom is not a food service program, it is academic support," states Valerie Addis, Director of Nutrition Services, Missoula, Montana. With the Breakfast in the Classroom program at Hawthorne School, breakfast is delivered to the classroom by food service staff. After the morning bell rings, students select their breakfast foods and eat at their desks. While eating breakfast, students work on math warm-ups, listen to daily announcements or a teacher read-aloud. Student participation at Hawthorne exceeds 90 percent.

To read more alternative breakfast success stories, visit westerndairyassociation.org, search 'breakfast.' Or check out the School Nutrition Association's web site, sna.org; or the USDA site at usda.gov. Search 'school breakfast' for their online school breakfast tool kit.

EXPANDING BREAKFAST

Consider implementing these alternative breakfast service options and reap the positive results of better learning, enhanced nutrition and improved participation.

- **Breakfast in the classroom** — food is delivered to each classroom and is often combined with attendance-taking and announcements; participation can reach as high as 98 percent of enrollment
- **Breakfast after 1st period** — food is served mid-morning either in the classroom or cafeteria; participation can increase to 50 percent or more of enrollment
- **Grab 'n' Go** — bagged food is served from a variety of locations throughout the morning; participation can increase when offered in addition to traditional cafeteria service



WE CAN HELP!

Contact Western Dairy Association for information about start-up grants for Expanding Breakfast at your school. Call 800-274-6455 or 303-451-7711 or access the grant application at westerndairyassociation.org.



RESOURCES:

- *Maryland Meals for Achievement Classroom Breakfast Pilot Program, December 2001, Maryland State Department of Education, 410-67-0199*
- *Minnesota School Breakfast Programs: Energizing the Classroom 1994-1997 & Fast Break to Learning 1999-2000 Executive Summary, Minnesota Department of Children, Families & Learning, 651-582-8526*
- *Western Dairy Association, 800-274-6455 or 303-451-7711, westerndairyassociation.org*

Table of Contents

School Nutrition Programs and Montana Team Nutrition are committed to providing you with all the information and resources you need to run a successful School Breakfast Program.

In this packet, you will find:



1. **Starting a Breakfast Program**
Basic program information and outline of possible breakfast models.
2. **What to Serve for Breakfast**
Overview of meal pattern requirements for Traditional, Enhanced, and Nutrient-Standard breakfast menus.
3. **Quick Guide to Planning Breakfast Menus**
Best practices from the Healthier Montana Menu Challenge.
4. **Sample Menus**
Practical breakfast ideas for schools both with and without kitchen facilities.
Component list for easy assembly of Grab-and-Go breakfasts.
5. **How to Pay for Breakfast**
Federal reimbursement rates, revenue from students and a worksheet to calculate the cost and benefits of running a breakfast program.
6. **Promotional Materials**
A parent press release and ideas to promote breakfast at school.

How to Sign Up for Breakfast

If you are interested in starting a breakfast program, begin discussing the possibilities at your school with administrators and the school foodservice director. School Nutrition Programs can assist you with signing up for the program online through CNP Partner web.

If you would like additional menu planning, financial or promotion information, please contact either School Nutrition Programs or Montana Team Nutrition.

Montana Office of Public Instruction

School Nutrition Programs
PO Box 202501
1201 11th Avenue
Helena, MT 59620
www.opi.mt.gov
406-444-2501

Montana Team Nutrition

MSU, 202 Romney Hall,
P.O. Box 173370
Bozeman, MT 59717-3370
406-994-5641

Starting a School Breakfast Program

What is the School Breakfast Program?

The School Breakfast Program (SBP) is a federally funded program that provides reimbursement to public or non-profit private schools that serve breakfast. The School Breakfast Program is funded by the United States Department of Agriculture and administered by the Montana Office of Public Instruction. Participating schools must comply with federal nutrition standards and provide free and reduced-price breakfasts to eligible children.

Who can participate in the School Breakfast Program?

All students can participate. Depending on family income, a child may be eligible for a free or reduced-price meal. Those who do not qualify for either of these options pay for a meal.

Why serve breakfast at school?

For kids who don't have the time, appetite or money needed to eat before arriving to school, the School Breakfast Program gives them the opportunity to start the day with a healthy meal. Research shows that eating breakfast is associated with improved test scores, decreased absences and decreased behavior problems.

Where is breakfast served?

In the cafeteria

- *Allows students to socialize*
- *Increase in variety*

In the classroom

- *Boosts participation*
- *Eliminates stigma*

In the hallway

- *Grab n' go means food is packaged in a bag and can be served anywhere*
- *Increases flexibility of when and where breakfast is served*



When is breakfast served?

Before school

- *Can be combined with meetings or tutoring sessions*

During the school day

- *Ensures that all students have access*



What to Serve for Breakfast

Menu Pattern Requirements for the School Breakfast Program

Schools can choose from two types of menu plans:
food-based and nutrient standard

Food-based menu planning (Traditional and Enhanced)

- 8 ounces fluid milk as a beverage **or** on cereal
(2 fat contents: use **low-fat** choices - 1%, skim)
- ½ cup fruit **or** vegetable **or** full-strength fruit or vegetable juice
- 1 serving from each of the Grains/Breads* and Meat/Meat Alternate** components
or

Two servings from either Grains/Breads* or Meat/Meat Alternate**

Offer vs. serve – may refuse one item from any component

**A serving of grains/breads is 1 slice of bread, ½ cup, or 1 ounce. Whole grains are recommended.*

***A serving of meat is 1 ounce. Lean (low-fat) protein sources are recommended.*

Nutrient-standard menu planning

- Appropriate age/grade groups are selected
- Meals meet nutrient standards when averaged over the school week
- At least 3 menu items (entrée, side dish and milk) are offered daily
- Fluid milk is offered as a beverage each day

Offer vs. serve – may refuse one item out of the three or more required menu items

Recommendations:

- Choose low-saturated/trans fat choices.
- 2 fat contents of fluid milk are required: use **low-fat** choices (1%, skim).
- Choose **whole grains**.
- Use whole fruit or vegetables instead of juice.

Quick Guide to Planning Breakfast Menus



School breakfast menus must meet the USDA's School Meals Initiative (SMI) nutrient standards, which are a required minimum of calories and nutrients for specific age or grade groups of children. The standards are based on the menu planning approach used by the school, either food based or nutrient standard menu planning. See *A Menu Planner for Healthy School Meals* at

<http://teamnutrition.usda.gov/Resources/menuplanner.html> for more

information.

The Healthier Montana Menu Challenge is a recognition program for schools who serve breakfast menus that meet Dietary Guidelines for Americans recommendations. Use these principles to plan your breakfast menus.

Healthier Montana Menu Challenge:

- ✓ Ensure that menus meet the USDA School Meals Initiative nutrient standards.*
- ✓ Offer three different fruits each week (includes fresh, frozen or canned).
 - Offer 100% fruit juice 1 time or less per week.
 - Fresh fruit is offered twice per week.
- ✓ Offer whole grain foods 3 times per week.
- ✓ Offer protein-rich foods (meat/meat alternates) at least 3 times per week.
- ✓ Limit the sale or service of high sugar items, like donuts, sweet rolls, maple bars, and high sugar breakfast cereals to 1 time per month.
 - High sugar items are defined as having ≥ 7 grams of sugar per 1 oz serving.
- ✓ Limit higher fat entrée items to once per week.
 - A higher fat entrée item is defined as having $\geq 40\%$ of calories from fat, excluding nuts, seeds, and nut butters.
 - If choices of entrees are offered, a student must be able to select a lower fat entrée ($<40\%$ of total calories from fat) each day.
- ✓ Offer low fat (1%) and skim milk, white or flavored, daily.

For more information on the Menu Challenge, visit:

http://www.opi.mt.gov/Programs/SchoolPrograms/School_Nutrition/HealthyMT.html

Or contact:

Montana Team Nutrition Program
MSU, 202 Romney Hall, P.O. Box 173370
Bozeman, MT 59717-3370
406-994-5641
Fax: 406-994-7300

Sample Breakfast Menu (One-Month Cycle)

Monday	Tuesday	Wednesday	Thursday	Friday
Egg and cheese in tortilla Peaches Mini Wheat Cereal Milk	Waffles with Syrup Sausage Link Fresh Grapes Milk	Bagel w/ Cream Cheese Hot Oatmeal Raisins Milk	Cinnamon Rolls Ham Slice Pears Milk	Cranberry Muffin Apple Wedges String Cheese Milk
Banana Bread Hot Cereal Choice Orange Wedges Milk	English Muffin w/Jelly Raisin Bran Peach Cup Milk	Scrambled Eggs w/ Cheese Hash Browns Toast Milk	PBJ on Toast Banana Trail Mix Milk	Pancakes w/ Syrup Kiwi Yogurt Milk
Waffles with Syrup Cheerios Strawberries Milk	Blueberry Muffin Applesauce Milk	Breakfast Fruit Pizza String Cheese Milk	Yogurt/Fruit/Granola Parfaits Dried Cranberries Banana Milk	Breakfast Burrito Tater Tots Orange Wedges Milk
Banana Split - halved Banana topped with Yogurt and Teddy Grahams Milk	Biscuits w/ Sausage Gravy Raisin Bran Apple Wedges Milk	Cinnamon Raisin Toast Hot Cereal Choice Orange Wedges Milk	Egg and Cheese on English Muffin Fresh Pears Milk	Cinnamon Oatmeal Fruit Cocktail Trail Mix Milk

Remember to use whole grain, low-fat and no sugar added foods whenever possible!

Sample Breakfast Menu for Schools *without* Kitchen Facilities (Two-Week Cycle)

	Week One	Week Two
m o n d a y	Banana <i>1 whole small</i> Raisin Bran <i>1 oz. (3/4 cup)</i> Yogurt <i>4 oz.</i> 1% or Skim Milk <i>8 oz. (1 cup)</i>	Apple Wedges <i>1/2 cup</i> Cinnamon Granola <i>1 oz. (3/4 cup)</i> English Muffin <i>2 oz. muffin</i> Peanut Butter <i>2 TBSP</i> Jelly <i>2 teaspoon</i> 1% or Skim Milk <i>8 oz. (1 cup)</i>
t w e d n e s d a y	Apple Wedges <i>1/2 cup</i> Peanut Butter and Jelly Sandwich <i>2 TBSP peanut butter,</i> <i>2 tsp. jelly, 2 slices bread</i> 1% or Skim Milk <i>8 oz. (1 cup)</i>	Pear Cup <i>4 oz. (1/2 cup)</i> Waffles <i>2 oz.</i> Jelly <i>2 tsp.</i> Instant Oatmeal <i>1 oz. (3/4 cup)</i> 1% or Skim Milk <i>8 oz. (1 cup)</i>
w e d n e s d a y	Fresh Grapes <i>1/2 cup</i> Instant Oatmeal <i>1 oz. (3/4 cup)</i> Raisin Toast <i>2 slices bread</i> Margarine <i>2 tsp.</i> 1% or Skim Milk <i>8 oz. (1 cup)</i>	Banana <i>1 whole small</i> Mini Wheats <i>1 oz. (3/4 cup)</i> Granola Bar <i>1-1.5 oz.</i> Trail Mix <i>1 oz. nuts, dried fruit mix</i> 1% or Skim Milk <i>8 oz. (1 cup)</i>
t h u r s d a y	Peach Cup <i>4 oz. (1/2 cup)</i> Cheerios <i>1 oz. (3/4 cup)</i> Bagel <i>3 oz.</i> Cream Cheese <i>2 TBSP</i> Jelly <i>2 tsp.</i> 1% or Skim Milk <i>8 oz. (1 cup)</i>	Fruit Cocktail Cup <i>4 oz. (1/2 cup)</i> String Cheese <i>1 oz.</i> Banana Bread <i>2 oz.</i> 1% or Skim Milk <i>8 oz. (1 cup)</i>
f r i d a y	Carrot Sticks <i>1/2 cup</i> Cheese Sandwich <i>2 oz. cheese</i> <i>2 slices bread,</i> <i>2 tsp. mayonnaise</i> Trail Mix <i>1 oz. nuts, dried fruit mix</i> 1% or Skim Milk <i>8 oz. (1 cup)</i>	Orange Wedges <i>1/2 cup</i> Blueberry Muffin <i>2 oz.</i> Yogurt <i>1 oz. (3/4 cup)</i> 1% or Skim Milk <i>8 oz. (1 cup)</i>

Other Ideas: soft pretzels, graham crackers, tortilla wraps with cheese or cream cheese and fruit, cheese sticks/blocks, cereal bars, or pop tarts.

Remember to use whole grain, low-fat, and no added sugar foods as often as possible.

*Grab-and-Go Breakfasts**

Combine foods listed below to meet menu planning requirements for reimbursement.

- Assorted Muffins
- Bagels with Cream Cheese
- Banana Bread
- Cereal Bars
- Chex Mix or Homemade Cereal Mix
- Cinnamon Rolls
- French Toast Sticks
- Graham Crackers
- Granola Bars
- Pancake on a Stick
- Single-Serve Cereal Bowls
- Trail Mix
- Bagel Sandwiches
- Breakfast Burrito
- Breakfast Pizza
- Breakfast Tortilla Wrap (you choose the filling)
- Canadian Bacon
- Cheese Sandwich
- Cold Cheese Pizza
- Egg or Ham and Cheese on English Muffin
- Granola, Yogurt and Fruit Parfait
- PB & J Sandwich
- String Cheese
- Yogurt
- Apple or Orange Slices
- Bananas
- Fresh Fruit Salad
- Fruit Cups
- Grapes Juice Cartons
- Strawberries
- Milk

*** Select low-fat meats, cheeses and dairy; use whole grains; and choose no added sugar and no added salt canned products.**

How to Pay for Breakfast

Adding another meal service to the school day will increase overall expense to the foodservice budget, but this expense can be balanced with federal reimbursement and revenue from students.

Federal Reimbursement	Revenue from Students						
<p>USDA provides reimbursement to schools for meals served based on student's income eligibility. Payment categories include free, reduced-price, and paid.</p> <p>Rates for 2010-11</p> <table> <tr> <td>Free</td><td>1.48</td></tr> <tr> <td>Reduced Price</td><td>1.18</td></tr> <tr> <td>Paid</td><td>.26</td></tr> </table>	Free	1.48	Reduced Price	1.18	Paid	.26	<p>The school can provide breakfast free of charge to all students regardless of income. However, if this is not feasible, the food service department will receive revenue from students who pay either full or reduced price for a breakfast.</p>
Free	1.48						
Reduced Price	1.18						
Paid	.26						
<p>“Severe need” schools – are schools where 40% of the lunches served 2 years prior to the current year were free or reduced price meals. The classification of severe need makes schools eligible for additional reimbursement with each meal.</p> <p>Severe Need Rates for 2010-11</p> <table> <tr> <td>Free</td><td>1.76</td></tr> <tr> <td>Reduced price</td><td>1.46</td></tr> <tr> <td>Paid</td><td>.26</td></tr> </table>	Free	1.76	Reduced price	1.46	Paid	.26	<p>The maximum charge for a reduced-price breakfast is 30 cents.</p> <p>The charge for a full price breakfast should not exceed the actual cost of preparing the meals minus any federal reimbursement.</p>
Free	1.76						
Reduced price	1.46						
Paid	.26						

Calculating Costs for Breakfast

If your school is already participating in the National School Lunch Program, the start-up costs needed for breakfast will be relatively small. Here is an example of how to determine whether or not breakfast will be a profit or loss for your foodservice.

Date: October 1, 2010

Number of Meals: 115

Expenses

Actual Total Food Cost		80.00
Total Labor Cost	2 hours @ \$13.50	27.00
Total Supplies Cost		5.00
Total Other Cost		0.00

1) Total Expenses 112.00

Revenue

Paid Meals	25@ \$1.00	25.00
Reduced Price Meals	10@ \$.30	3.00
Adult Meals	5 @ \$1.50	7.50
Other Food		

2) Total Revenue 35.50

Reimbursement*

Paid Meals	25@ \$.26	6.50
Reduced Price Meals	10@ \$1.18	11.80
Free Price Meals	75@ \$1.48	111.00

3) Total Reimbursement 129.30

Total Revenue (Line 2 + 3)	164.80
Less Total Expenses (Line 1)	<u>112.00</u>
Profit (+) or Loss (-)	<u>+52.80</u>

*These numbers are based on non severe need rates for 2010-11.

This example can be used to calculate several different scenarios. If your school will offer universal breakfast at no cost to students, there will not be a revenue source under line 2. All funding will be provided through reimbursements and school funds.

If your school is considering breakfast in the classroom, additional expenses may include funds for insulated bags and coolers and sturdy trash bins.

School Breakfast Program Promotion

Promote the program to parents and students

- Provide taste tests of breakfast items.
- Send breakfast promotional flyers home.
- Include breakfast menus in the morning announcements and in school newsletters.
- Use theme days like “Hawaiian Day”, “Dr Seuss Day” or eat breakfast with your teacher day.
- Try contests, activities, stickers, and games to create interest in the breakfast program.
- Run a trial breakfast week during National School Breakfast Week, March 7-11, 2011. Check out promotional ideas at <http://docs.schoolnutrition.org/meetingsandevents/nsbw2011/>
- Ask for input and ideas from teachers, administrators, custodians, bus drivers, food service managers, parents and students.



[Insert School Letterhead]

PRESS RELEASE

"Power up with breakfast ...

Eat breakfast at school to boost your brain and body power!"

[Date]:

Dear Parents:

As we all recognize that hungry children cannot learn, the first step is ensuring that all students begin the school day with a nutritious breakfast at home or at school. The School Breakfast Program helps to make sure all our students start the school day alert, well-fed and ready to learn.

The School Breakfast Program is available to all students every school day in the morning starting at **[time]**. Your child can attend every day or occasionally. These supervised meals provide your child with one-fourth of their nutritional needs each day. School breakfast is tasty and nutritious.

School breakfast is an ideal solution on mornings when kids are running late or parents have early commitments. It is also a wonderful way to make sure your children have a balanced meal to start each day. Try breakfast at school today!

Children from households whose income is at or below the levels set by the federal government may be eligible for **either** free or reduced-price meals. To apply, please contact your child's school.

Sincerely,

[Principal or Superintendent]

School Breakfast Information

[Price*]

[Serving Time]

*Price is determined by your confidential application for free and reduced price meals. If you would like an application, please call the school office at **[telephone number]**

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